

Specification Amendments:

Please add the following new section on page 1, after the Title of the Invention Section:

--CROSS-REFERENCE TO RELATED APPLICATIONS

This application is a national stage application under 35 U.S.C. 371 of International Application No. PCT/US99/28600, filed on December 2, 1999, entitled "Subscriber Identification System," which claims the benefit of U.S. Provisional Patent Application No. 60/110,770, filed December 3, 1998, entitled "Subscriber Identification System." --

Please replace the fourth full paragraph on page 1 with the following amended paragraph:

-- The product literature from Aptex software Inc., "SelectCast for Ad Servers," ~~printed obtained from the World Wide Web site <http://www.aptex.com/products-selectcast-commerce.htm>~~ website www.aptex.com on June 30, 1998 discloses the product SelectCast for Ad Servers. SelectCast for Ad Servers, mines the content of all users' actions and learns the detailed interests of all users to deliver a designated ad. SelectCast allows --

Please replace the first full paragraph on page 2 with the following amended paragraph:

-- The product literature from Imgis Inc., "AdForce" ~~printed-obtained from the World Wide Web site <http://www.starpt.com/core/ad-Target.html>~~ website www.starpt.com on June 30, 1998 discloses an ad targeting system. AdForce is a full service end to end Internet advertising management including campaign planning and scheduling, targeting, delivering and tracking results. AdForce uses techniques such as mapping and cookies to identify Web users. --